



SHOPPING CENTRE
COUNCIL OF AUSTRALIA

MARKETING AWARDS

2025



Thank you to everyone across our industry
who submitted a nomination for this year's
SCCA Marketing Awards.

Marketing is a cornerstone of how we connect with our customers, our retailers and the communities we serve. It's what brings our centres to life, week in and week out.

It's a privilege to acknowledge and congratulate this year's nominees, finalists, and winners. Our Awards program celebrates your creativity, your commitment and the impact you make. The Gala Dinner is a special opportunity to recognise and honour achievements among teams, colleagues and friends.

Receiving 180 nominations this year is a fantastic result. It's a great reminder of the energy and innovation that drives our industry forward. Every campaign tells a story, and together, they shape the way our centres engage with the communities around them.

Among these nominations, I'd like to extend particular congratulations to Scentre Group, the winner of this year's 'Sabina Rust Memorial Prize for Campaign of the Year' for their 'Olympics and Paralympics - your Local Games Village' marketing campaign.

This year marks the tenth year of the Sabina Rust Memorial Prize, established in honour of Sabina Rust, following her passing in 2014. With the support of Sabina's family, this Award continues to honour her work within our industry.

I'd like to thank my colleagues on the SCCA Board, our Marketing Awards Committee, and our judges for their time, insight and dedication to making this program a continued success.

A special thank you to our independent judging panel: Alistair Brown, Head of Marketing and Creative at Tarocash; Lucie Jansen, Chief Investment Officer, Spark Foundry and; Louise Laing, Vice President, USA Marketing, Intrepid Travel.

To our sponsors, thank you. Your support makes these Awards possible and reflects the industry-wide commitment to recognising the role marketing plays in our shared success.

Finally, thank you to everyone attending the Gala Dinner, especially those who've travelled to Sydney. Tonight is about celebrating your achievements, enjoying the company of peers, and capturing some great moments along the way.



ELLIOTT RUSANOW

Chair, Shopping Centre Council of Australia
Chief Executive Officer, Scentre Group

SPONSORS

PROUDLY SPONSORED BY

CBRE

Charter Hall 

dexus

gpt



QIC



**SCENTRE
GROUP**



OFFICIAL MEDIA PARTNER



JUDGES

EXTERNAL JUDGING PANEL



Alistair Brown
Head of Marketing and Creative
Tarocash



Lucie Jansen
Chief Investment Officer
Spark Foundry



Louise Laing
Vice President, USA Marketing
Intrepid Travel

INDUSTRY EXPERT PANEL



Gabbie Bowman
CBRE



Jessica Pagano
Charter Hall



Pat Fisher
Dexus



Simon Burrett
The GPT Group



Michelle Rowse
ISPT



Rose Orr
JLL



Kimberley McCone
Lendlease



Yasmin Chrzescijanski
Mirvac



Kelly McInnes
QIC Real Estate



Emma Chesterfield
Scentre Group



Lauren Vaux
Region Group



Catherine Kruger
Stockland



Michael Pirotta
Vicinity Centres

SABINA RUST MEMORIAL PRIZE

CAMPAIGN OF THE YEAR

WINNER

OLYMPICS AND PARALYMPICS – YOUR LOCAL GAMES VILLAGE CAMPAIGN

Multi

Owned and managed by Scentre Group

Tahlia Knight, Hollie Scott, Brittany Stride, Noemi Lockett



Westfield partnered with the Australian & New Zealand Olympic and Paralympic Teams to create a Local Games Village, bringing the excitement of the Games to communities across Australia and New Zealand. Through live site activations, interactive activities, and athlete meet-and-greets, Westfield connected customers to the spirit of the Games. Retail partners engaged customers through themed promotions, giveaways, and in-store events, while digital strategies extended reach, driving increased visitation and brand loyalty. The campaign achieved outstanding results, including record-breaking engagement in Westfield's membership program, 3.4 million digital interactions, and almost 900,000 visitors to live sites, showcasing Westfield's commitment to community connection.



ENTRY TITLE	OWNER/MANAGER	CENTRE NAME	CAMPAIGN MANAGER
We Build Champions	QIC Real Estate	Multi	Tiffany Ellul, Kelly McGufficke, Jacinta Bonsak, Holly Howell, Amy Young
Clothing the Gaps Pop-Up Experience RUNNER-UP	The GPT Group	Melbourne Central	Sara Aiezza, Rachel Portelli
VicX Two Good Co Cafe Partnership	Lendlease, APPFC / Lendlease	VicX	Danielle Bullock
Disney's 'Beauty & the Beast' the Musical Experience	QIC Real Estate	Eastland	Emma Heinceslater, Emma Porcaro
Frozen Light Show	Scentre Group	Westfield Chermshire	Anne-Maree Butler, Natasha Gribble, Twee Nguyen, Emma Donaldson, Emma Niven, Tamika Adams

BRAND & PARTNERSHIPS

SMALL (75 STORES OR LESS)

WINNER

MELBOURNE QUARTER WITH MELBOURNE FOOD AND WINE FESTIVAL – HART BAGERI

Melbourne Quarter

Owned by APPFC, Aware Super, National Pension Service of Korea

Managed by Lendlease

Bethany Bozikis, Bethany Routledge-Nave, Michelle Land, Ellen Lucas



For one week in March, Melbourne Quarter transformed into Melbourne's most talked-about foodie hotspot. In collaboration with the Melbourne Food & Wine Festival, Copenhagen's Hart Bageri served its cult cardamom buns and exclusive creations from a vacant pavilion, attracting over 2,500 visitors from across the country. Lines snaked around the precinct, media dubbed it the "hit of the festival", and social platforms exploded with user-generated content. Beyond the hype, retailers recorded 77.7% quarterly sales growth, PR reached 12 million, and digital traffic skyrocketed. This campaign proved the power of strategic partnerships and redefined Melbourne Quarter as a premier food destination.

JUDGES COMMENT

'With savvy creativity, a smart partnership, and clever use of PR and social, this campaign punched well above its budget.'



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
VicX Retail Brand Launch RUNNER-UP	Lendlease, APPFC / Lendlease	VicX	Rebecca Sloan, Stacey Hu
King St x Tivoli – Open Season Sponsorship	Lendlease	King Street	Sarah Williams

BRAND & PARTNERSHIPS

MEDIUM (76 TO 149 STORES)

WINNER

ELF ON THE SHELF SANTAVERSE

Karingal Hub

Owned by ISPT

Managed by CBRE

Prue Petchey, Jessica McGowan



The Elf on the Shelf Santaverse at Karingal Hub was a free, immersive Christmas experience designed to engage families through four interactive zones featuring games, storytelling, character encounters, and themed installations. Located at Karingal Town Square, the activation aligned with the centre's family-focused demographic and drove a 26% uplift in precinct sales and a 3.8% increase in total centre sales. Over 4,350 visitors attended across three weekends, with first-release tickets booking out in 24 hours. A robust PR strategy generated \$153K in media value, positioning Karingal Hub as a leading festive destination and strengthening brand equity through strategic partnership.



JUDGES COMMENT

‘With a small budget but big imagination, this campaign delivered a magical Elf on the Shelf experience, underpinned by strong strategy and an ROI that knocked it out of the park.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Go to Town	ISPT, Vicinity Centres / Vicinity Centres	Uptown	Leigh Sutton, Aaron Goode, Matthew Hanlon
Unleash your Inner Tourist	Mirvac	Birkenhead Point	Jessica Thy, Kate Le
CQ Front Row – Autumn / Winter Fashion Launch 2025	Hawaiian	Claremont Quarter	Claire Ridley, Sophie Skirving
Golden Hours Barangaroo RUNNER-UP	Lendlease	The Streets of Barangaroo	Jade Costa

BRAND & PARTNERSHIPS

LARGE (150 STORES OR MORE)

WINNER

THE PLAZA, H&G FRESH FOOD LAUNCH CAMPAIGN

Pacific Epping

Owned by QIC Real Estate, Pacific Group of Companies

Managed by QIC Real Estate

Denise Nakis, Stephanie Nabbout, Savannah Li



Following a 14-month transformation, Pacific Epping's H&G fresh food precinct relaunched in December 2024, marking a bold new chapter for the Centre. To reassert its position as Melbourne's leading fresh food destination, 'The Plaza' campaign tapped into culturally resonant, skit-based content and hyper-local storytelling. Delivered across BVOD, social, YouTube, out-of-home and in-Centre touchpoints, the campaign combined humour, local talent and limited-edition merchandise to spark mass engagement. More than just a reopening, 'The Plaza' ignited community pride, drove strong foot traffic, and re-established Pacific Epping as the go-to destination where food, family and culture come together in Melbourne's North.



JUDGES COMMENT

'The Plaza delivered a masterclass in brand and partnership storytelling. Clever, hilarious and deeply connected to the community.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Vogue Festival, presented by Karrinyup	UniSuper / The GPT Group	Karrinyup Shopping Centre	Renee Moscarda, Kate Peasley, Jayne Williams
Fast Track to Formula 1 RUNNER-UP	QIC Real Estate	Eastland	Emma Heineslater, Jodie Murphy, Emma Porcaro
Summer in the City - Craig and Karl Cosmos	The GPT Group	Melbourne Central	Sara Aiezza, Rachel Portelli
Chadstone x Cj Hendry - Lost & Found	Gandel Group, Vicinity Centres / Vicinity Centres	Chadstone	Stephanie Gandel, Lisa Scicluna, Mardi Ashkine

BRAND & PARTNERSHIPS

MULTI (2 OR MORE CENTRES)

WINNER

WE BUILD CHAMPIONS

Multi

Owned and managed by QIC Real Estate

Tiffany Ellul, Kelly McGufficke, Jacinta Bonsak, Holly Howell, Amy Young



'We Build Champions' was a first-of-its-kind partnership between QIC, the Australian Sports Commission and the Australian Institute of Sport, bringing the spirit of the Paris 2024 Olympic and Paralympic Games into the heart of local communities. Delivered across 18 QIC Shopping Centres, the campaign inspired over 27,000 children through hands-on sport activations and connected families to grassroots clubs. By celebrating everyday champions alongside elite athletes, the campaign ignited national pride, boosted sport participation, and delivered exceptional commercial outcomes, proving Shopping Centres can be powerful platforms for purpose, inspiration, and community connection.



JUDGES COMMENT

'An inspired partnership! Wholesome, brilliantly activated, and perfectly tailored to its audience. With an exceptional ROI and a campaign that truly resonated, it stands out as a benchmark in brand and partnership excellence.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
ISPT Social Media Strategy	ISPT / CBRE	Multi	Kylie Gordon, Gabriella Bowman
FrogID Touring Exhibition - A Partnership with Australian Museum RUNNER-UP	Stockland	Multi	Jessica Filmlalter, Brooke Rowlings, Carina Thai
Cinderella Meet & Greet	Scentre Group, JV Partners / Scentre Group	Multi	Mikayla Agius, Tamika Adams, Emma Niven, Bella Campana, Natalie Kussrow, Bianca Kozakis

COMMUNITY

SMALL (75 STORES OR LESS)

WINNER

VICX TWO GOOD CO CAFE PARTNERSHIP

VicX

Owned by Lendlease, APPFC

Managed by Lendlease

Danielle Bullock



The Two Good pop-up café at VicX marks the first stage of a two-phase partnership between Lendlease and social enterprise Two Good Co. The campaign introduced North Sydney to Two Good's mission of supporting women rebuilding their lives after homelessness and domestic violence. Operating rent-free from a custom-built space, the café is run by graduates of their Work Work program, with 50% of profits reinvested into social impact initiatives. Locals have embraced the chance to create change with their daily coffee, while Two Good builds momentum for phase two, a flagship café and Concierge in the VicX Tower Lobby.



JUDGES COMMENT

‘Community impact at its best! 25,000 consciously purchased cuppas and a powerful example of purpose-driven collaboration changing lives.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Lunar New Year	Stockland	Stockland Harrisdale	Chantelle Lacroix, Cathy Finlayson
Harmony in Nature	ISPT / CBRE	Winmalee Village	Kylie Gordon, Gabriella Bowman
The Uniform Exchange Program	Region Group / Knight Frank	Marketplace Raymond Terrace	Kate Ward
RUNNER-UP			
Celebrating Northbridge	Parangool / Dexis	Northbridge Plaza	Rebecca Black

COMMUNITY

MEDIUM (76 TO 149 STORES)

WINNER

PARKMORE INTERNATIONAL CLEANER'S DAY

Parkmore Shopping Centre

Owned by GPT Wholesale Shopping Centre Fund

Managed by The GPT Group

Christopher Gavralas



International Cleaners Day fell on June 15, 2025. This is a day where we have the opportunity to acknowledge, celebrate and thank our wonderful cleaning team who do an amazing job, often unheralded and often unnoticed. Given Parkmore Shopping Centre is a neighbourhood local asset and many of our cleaners have been working at the centre for 15+ years this provided us with a great opportunity to build this into a first-to-market, social media campaign shining a light on the team, their work and providing the opportunity for customers, retailers and everyone to say thank you.

JUDGES COMMENT

‘This campaign celebrated the true unsung heroes of our centres—our cleaners. Simple, authentic and heartfelt, it shone brightly and the organic reach showed just how much it resonated.’



ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Youth Day Out	Stockland	Stockland Wendouree	Emma Phillips, Iris Johns, Jacinta Mastroianni, Jacqui Buffett
The Maker Space	APIL / JLL	Floreat Forum	Lynne Vawser
Tweed City Kids Club	TCorp / Lendlease	Tweed City Shopping Centre	Olivia McCubbin

RUNNER-UP

COMMUNITY

LARGE (150 STORES OR MORE)

WINNER

CLOTHING THE GAPS POP-UP EXPERIENCE

Melbourne Central

Owned and managed by The GPT Group

Sara Aiezza, Rachel Portelli



Melbourne Central's partnership with Aboriginal-owned social enterprise Clothing The Gaps redefined community engagement in retail. As part of a multi-year collaboration, the 2024 NAIDOC campaign delivered CTG's first-ever pop-up store in an Australian shopping centre, alongside a monumental Shot Tower projection and MC's first Smoking Ceremony and Yarning Circle. Fully funded to amplify First Nations voices, the activation reached 4.7 million people and drove a 7% uplift in traffic. More than a moment, this campaign reflects MC's long-term commitment to supporting First Nations brands year-round through an evolving, purpose-led community program.



JUDGES COMMENT

'The Clothing the Gaps pop-up showed how a single experience can spark lasting impact. Driving sales, boosting traffic, and creating a ripple effect with new stockists and real outcomes for a First Nations brand.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Game On Youth Week	Stockland	Stockland Merrylands	Sarah Salerno, Brooke Rowlings, Carina Thai
Teddy Bear Hospital 2024	Vicinity Centres, Gandel Group / Vicinity Centres	Chadstone	Vicki King, Lisa Scicluna, Mardi Ashkine
Floral Murals Project	QIC Real Estate	Grand Central	Julie Thompson
Harmony Day Picnic	QIC Real Estate	Grand Central	Georgina Bayly
RUNNER-UP			
Celebrate Assyrian New Year	Stockland	Stockland Wetherill Park	Annalise Summers

COMMUNITY

MULTI (2 OR MORE CENTRES)

WINNER

DRAWING US TOGETHER

Multi

Owned and managed by Charter Hall

Dallas Watt



Drawing Us Together celebrated Indigenous storytelling, student creativity, and community connection. Delivered across 18 Charter Hall centres, five First Nations authors contributed stories inspired by the 2024 NAIDOC theme Keep the Fire Burning. These stories reached over 1,200 students nationwide, who illustrated each page and submitted their artwork for community voting. The winning illustrations formed a bespoke storybook for each centre – Five Hearts, One Flame. With 282,000 public votes, the campaign amplified First Nations voices, enriched cultural education in schools, and sparked pride, inclusion, and meaningful impact – both emotional and economic – across our communities.



JUDGES COMMENT

‘Drawing Us Together is excellent! Addressing a need far greater than any one community. By amplifying First Nations voices with true altruistic intent, it leads by example and shows how real community change is made.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Kindness Countdown RUNNER-UP	Charter Hall	Multi	Sonia Cheung and Dallas Watt
My Mum. My Icon.	The GPT Group	Multi	Nicole Gardner, Elouise Hill, Teddi Tzambazis
Minis Family Loyalty Program	Mirvac	Multi	Lucy Hughes, Alana Blake, Alicia Soebawa

COMPELLING EXPERIENCES

SMALL (75 STORES OR LESS)

WINNER

MARDI GRAS AT OXFORD VILLAGE

Oxford Village

Owned by ISPT, FSREC (Fort St Real Estate Capital)

Managed by CBRE

Donna Godwin, Kylie Gordon, Gabriella Bowman



Donna Godwin, Kylie Gordon, Gabriella Bowman
Owned by ISPT and managed by CBRE, newly acquired Oxford Village celebrated the Sydney Mardi Gras with a vibrant and inclusive campaign. The Darlinghurst centre, renowned for its role in the annual festivities, was transformed with dazzling displays, live drag performances, glitter bars, and themed retailer offers, creating a welcoming space for all. This campaign successfully engaged retailers and honoured the LGBTQI+ community, reinforcing the centre's position as a safe and joyful hub. By elevating the customer experience, the campaign delivered strong commercial outcomes and solidified Oxford Village's status as a community pillar at the heart of this iconic event.



JUDGES COMMENT

'A compelling experience that brought Mardi Gras to life with fun, colour, and creativity brilliantly engaging customers across touch points and delivering standout results.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Sydney Place Pop in the Place	APPFC, MEA, Ping An Real Estate / Lendlease	Sydney Place	Stacey Hu
Harmony Day 2025 - We All Belong at Elara Village RUNNER-UP	Trilogy Funds / Colliers	Elara Village Shopping Centre	Holly Jones
After Dark, Vivid 2025	Dexus	25 Martin Place	Jacqueline Nichols, Sarah Tucker, Danika Crawford
Springs 15th Birthday	Erceg Management, Qube / Erceg Management	Springs Shopping Centre	Toria Norman

COMPELLING EXPERIENCES

MEDIUM (76 TO 149 STORES)

WINNER

YEAR OF THE SNAKE - LUNAR NEW YEAR 2025

Birkenhead Point

Owned and managed by Mirvac

Kate Le, Jessica Thy



Lunar New Year is a time of renewal, prosperity, and powerful connection—and in 2025, Birkenhead Point harnessed its full potential. Celebrating ‘Year of the Snake’, the campaign transformed a challenging post-Christmas retail period into a commercial success through a series of authentic cultural experiences including stunning multi-level installations, sold-out colour analysis workshops, fortune telling, calligraphy, and lion dancing. Anchored in our “Food, Shop, Fun” framework, we secured 23 exclusive retailer offers, 718 new subscribers, and 92,779 digital impressions. We achieved increases of +12% sales, +58% traffic, and delivered an ROI of 1:11 – proving culture-driven campaigns deliver measurable success.



JUDGES COMMENT

‘A compelling, fun and memorable Lunar New Year experience. Beautifully executed delivering strong traffic uplift and 12% sales increase.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Paradise Air 2024	Elanor Investors Group, Fidante Partner Services Limited / JLL	Paradise Centre	Sarah Debono
Airship Orchestra at Claremont Quarter	Hawaiian	Claremont Quarter	Claire Ridley, Sophie Skirving, Doug Addis, Amy Gibbs, Emily Gibbs
40 Years, \$40K - Visit Us to Play	Dexus Wholesale Shopping Centre Fund, Fisher Funds / Dexus	Bayfair Shopping Centre	Kylie Verhoeven, Nicole Wilks
Winter Festiville RUNNER-UP	Unisuper / The GPT Group	Marrickville Metro	Chelsea Smith

COMPELLING EXPERIENCES

LARGE (150 STORES OR MORE)

WINNER

DISNEY'S 'BEAUTY & THE BEAST' THE MUSICAL EXPERIENCE

Eastland

Owned and managed by QIC Real Estate

Emma Heinceslater, Emma Porcaro



To address changing shopping behaviours, intensified competition and declining discretionary spend, Eastland Shopping Centre secured an exclusive partnership with Disney Theatrical to deliver a first-to-market attraction for the September school holidays. The 14-day multi-faceted 'Beauty & The Beast - The Musical' experience transformed Eastland into a magical destination, featuring an immersive walkthrough of Beasts Garden, The Grand Library activity zone and Mrs Potts' High Tea. Generating \$1.5million in sales, attracting over 26,847 attendees, delivering a 5.1% uplift in traffic, and an ROI of 10:1 – it set a benchmark for how Centres can adapt and thrive in a challenging retail climate.



JUDGES COMMENT

'A phenomenal Beauty and the Beast experience—smartly invested budget, delivering exceptional foot traffic, a magical high tea, and a stellar ROI.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Mini Bankstown	Vicinity Centres, Elanor Investors Group / Vicinity Centres	Bankstown Central	Fran Windon, Jessica Bakhos, Jordan Hennessy
Sports Academy	UniSuper / The GPT Group	Karrinyup Shopping Centre	Jayne Williams, Renee Moscarda, Kate Peasley
Chadstone x Hello Kitty RUNNER-UP	Vicinity Centres, Gandel Group / Vicinity Centres	Chadstone	Mardi Ashkine, Lisa Scicluna, Natalie Lawther, Andy Kyritsis
Lunar Eats	DWSF, ACRT (at the time) / Dexu (at the time)	Macquarie Centre	Emma Merlino, Morgan Hakam, Erica Kim, Seina Arakawa, Katelyn Ryan

COMPELLING EXPERIENCES

MULTI (2 OR MORE CENTRES)

WINNER

OLYMPICS AND PARALYMPICS – YOUR LOCAL GAMES VILLAGE CAMPAIGN

Multi

Owned and managed by Scentre Group

Tahlia Knight, Hollie Scott, Brittany Stride, Noemi Lockett



Westfield partnered with the Australian & New Zealand Olympic and Paralympic Teams to create a Local Games Village, bringing the excitement of the Games to communities across Australia and New Zealand. Through live site activations, interactive activities, and athlete meet-and-greets, Westfield connected customers to the spirit of the Games. Retail partners engaged customers through themed promotions, giveaways, and in-store events, while digital strategies extended reach, driving increased visitation and brand loyalty. The campaign achieved outstanding results, including record-breaking engagement in Westfield's membership program, 3.4 million digital interactions, and almost 900,000 visitors to live sites, showcasing Westfield's commitment to community connection.



JUDGES COMMENT

‘A record-breaking campaign that captured the Olympic spirit—brilliantly leveraged across a mammoth effort and so many centres, with 3.4 million interactions, 900,000 live visitors, and powerful community engagement.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
The Greatest of the Mall	Vicinity, JV Partners / Vicinity Centres	Multi	Olivia Carafa, Cherie Fraser, Demi Georgitsopoulos, Einnie Leong, Sybbel Muarem, Mikaela Smith-Chandler, Andrew Vittadello
Winter of Food	Stockland	Multi	Ashley Pilkinton, Louise Moore, Catherine Kruger
Happy Campaign	Mirvac	Multi	Nicole Addinall, Yasmin Chrzescijanski, Alicia Soebawa, Alana Blake
How will you say I love you? RUNNER-UP	The GPT Group, UniSuper, GWSCF / The GPT Group	Multi	Nicole Gardner, Teddi Tzambazis, Fiona Twist, Chelsea Smith, Ellie Burke, Elouise Hill

INNOVATION

WINNER

FROZEN LIGHT SHOW

Westfield Chermside

Owned and managed by Scentre Group

*Anne-Maree Butler, Natasha Gribble, Twee Nguyen,
Emma Donaldson, Emma Niven, Tamika Adams*



In June 2025, Westfield Chermside partnered with Disney to launch a first of its kind immersive Frozen light show, transforming its outdoor dining precinct into a magical winter wonderland. As the flagship activation of Westfield and Disney's Frozen campaign, this innovative experience brought the wonder of Disney's castle light projections into a retail setting for the first time in Australia. Designed to drive visitation, emotional connection and brand advocacy, the campaign delivered record traffic, engagement and national media reach. It exemplified experiential retail at its best, blending storytelling, technology and placemaking to reimagine what's possible in a shopping centre environment.



JUDGES COMMENT

'This was pure innovation! Combining AI, sound, and light to literally freeze the centre, setting a new benchmark for shopping centre marketing innovation.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Shop. Earn. Claim RUNNER-UP	Charter Hall	Campbelltown Mall	Danijela Djakovic, Anastasia O'Hara
Establishing in-house content creation capability	Scentre Group	Westfield Support Office	Amy Copley, Kristi Grose, Chris Hands, Trisha Mee
Westfield Marketing Hub: Black Friday Retailer Support	Scentre Group	Multi	Claudia Cassar, Oonagh Murphy, Brittany Stride
Membership Growth Strategy Extended School Holiday Parking	Scentre Group	Multi	Kirstie Foord, Jaime Pace, Mounica Veraiahgari, Alex Deem, Djazia Ladjal, Victoria Clegg

RETAILER MARKETING

SMALL (75 STORES OR LESS)

WINNER

SOMETHING FOR EVERY MUM: MOTHER'S DAY DINING

Forest Lake Shopping Centre

Owned and managed by QIC Real Estate

Katie Beare



The 'Something For Every Mum: Mother's Day Weekend' campaign positioned Forest Lake Shopping Centre as the family destination of choice amid increased local competition. It focused on revitalising the Dining Precinct and promoting a diverse retail mix, using consumer insights that identified dining as the key traffic driver on Mother's Day, with gifting supporting the lead-up. Digital-led advertising with dedicated landing pages, targeted paid media, and on-ground activations, including a Flower Cart and family-friendly entertainment, boosted spend. The campaign drove a 12.7% increase in dining sales and a 15.6% rise in specialty retail sales, strengthening the Centre's market position.



JUDGES COMMENT

'A sweet and clever Mother's Day activation. Smartly delivered to budget, digitally led with dining and florals and impressive results!'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Unleash Wellness RUNNER-UP	Stockland	Stockland Birtinya	Chantelle Lacroix, Cathy Finlayson
Stitch Studio	ISPT / CBRE	Barkly Square	Leah Zou
Wintergarden Christmas	ISPT / CBRE	Wintergarden	Tara Brown, Elanna Sanderson
Shop for your School	QIC Real Estate	Forest Lake Shopping Centre	Katie Beare

RETAILER MARKETING

MEDIUM (76 TO 149 STORES)

WINNER

THE BELMONT FORUM FOOD PASSPORT

Belmont Forum Shopping Centre

Owned by Perron Group, The GPT Group

Managed by The GPT Group

Kate Krelshem



Belmont Forum dished out delicious value with the launch of its Food Passport; a high-value, low-cost loyalty campaign built to combat rising living costs and increasing online market share to support local food retailers. Featuring over 30 exclusive deals from 21 participating brands, the campaign served over \$200 in customer value. Within a week, 1,000 of the 1,500 passports were snapped up, showcasing surging demand for value-led experiences. In a community where household incomes' significantly trail the WA average, this initiative turned treats into savings and brought budget-conscious customers back again and again as loyal dining adventurers.



JUDGES COMMENT

'A clever and creative idea that turned shopping into a shared experience. Encouraging sales uplift across all retailers on an even playing field.'

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Stockland Point Cook Welcome to Point Social	Stockland	Stockland Point Cook	Jacqui Buffett, Iris Johns, Jacinta Mastroianni, Chantelle Lacroix
Express Lane RUNNER-UP	McConaghy Properties	Castletown	Kate Cavanagh-McGill, Sarah Butler

RETAILER MARKETING

LARGE (150 STORES OR MORE)

WINNER

INDRO! ENGAGE & ELEVATE

Indooroopilly Shopping Centre

Owned and managed by Dexus

*Jessica Tye, Rachel McCabe, Sophie Crema,
Amelia McCormick, Sonia Ciampi*



Engage & Elevate was a retailer-first engagement campaign designed to transform disruption into opportunity during a major infrastructure upgrade at Indooroopilly Shopping Centre. Through early engagement, transparent communication, and co-created marketing plans, the campaign safeguarded trade, elevated retailer sentiment, and maintained foot traffic. The centre team delivered 47 bespoke marketing plans, three centre-led tactical campaigns, and enhanced customer support, demonstrating that resilient trading environments are built on trust, collaboration, and flexibility: delivering not just continuity, but stronger long-term relationships.



JUDGES COMMENT

‘A chic and central experiential campaign that tied everything together. Driving retailer engagement with style and delivering a strong ROI.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Angel Charm Studio	The GPT Group	Melbourne Central	Sara Aiezza, Rachel Portelli
The Market Pavilion	Vicinity Centres, Gandel Group / Vicinity Centres	Chadstone	Mardi Ashkine, Andy Kyritsis, Bibian Mak, Stephanie Gandel
Social Storytelling	ACRT - Cbus Property, UniSuper / The GPT Group	Pacific Fair Shopping Centre	Kate Halpin, Emma Wharton, Simone Hughes
Highpoint Fresh Food Precinct Re-Launch RUNNER-UP	The GPT Group	Highpoint Shopping Centre	Fiona Twist, Lauren Cummins, Carolyn Diquattro, Ahmad Ali
Spring Summer Fashion 2025	The GPT Group	Highpoint Shopping Centre	Fiona Twist, Amanda Shaw, Carolyn Diquattro, Ahmad Ali

RETAILER MARKETING

MULTI (2 OR MORE CENTRES)

WINNER

GET OUTLET SALE

Multi

Owned by Lewis Land, Vicinity Centres

Managed by Lewis Land

*Ellie Keightley, Madeleine West, Hayley Wells,
Ethan Cole, Holly Humphreys*



Harbour Town Premium Outlets on the Gold Coast and in Adelaide has broken records with the Get Outlet Sale, a tri-annual event achieving the highest retailer participation rate in market. Strategically aligned across both centres, the June 2025 Get Outlet Sale was the biggest event on record, with a \$2.7M sales uplift, 19:1 ROI, and unprecedented traffic results. Exceptional offers of up to 80% off were beyond existing competitive outlet pricing, amplified by integrated marketing across radio, outdoor, digital, PR, and best-in-class activations. The campaign boosted retailer performance, cementing the Get Outlet Sale as a benchmark in outlet marketing.



JUDGES COMMENT

‘The Get Outlet Sale was a powerhouse of retail activation proving that big brands and bigger savings are a winning formula.’

ENTRY TITLE	OWNER/MANAGER	CENTRE	CAMPAIGN MANAGER
Stockland's The Wardrobe Refresh	Stockland	Multi	Carina Thai, Jessica Filmlalter, Brooke Rowlings
Valentines x Bridget Jones: Mad About The Boy RUNNER-UP	QIC Real Estate	Multi	Tiffany Ellul, Holly Howell, Sarah Fanning, Jacinta Bonsak
Your Black Friday Sorted: Best Friends, Best Deals	The GPT Group	Multi	Elouise Hill, Teddi Tzambazis, Nicole Gardner
The Prize Pantry	Charter Hall	Multi	Danijela Djakovic, Courtney Sheward



SHOPPING CENTRE
COUNCIL OF AUSTRALIA
MARKETING AWARDS

SCCAMARKETINGAWARDS.COM.AU

Copyright © 2025
Shopping Centre Council of Australia Limited